

2010

Prism 3 and Google Analytics at the University of Bolton.

Christine Smith
University of Bolton

Smith, Christine. "Prism 3 and Google Analytics at the University of Bolton.." (2010)..

This Presentation is brought to you for free and open access by the University Library at UBIR: University of Bolton Institutional Repository. It has been accepted for inclusion in Library: Presentations by an authorized administrator of UBIR: University of Bolton Institutional Repository. For more information, please contact ubir@bolton.ac.uk.

18th May 2010 – Christine Smith

University
of Bolton



Prism 3 and Google Analytics at the University of Bolton

Overview

- Getting started with Google Analytics
- How we are using GA now
- Pros and cons
- Future developments

Getting started with GA

- New Talis customer - 2008
- Live with Prism 3 – August 2008

Getting started with GA

- New Talis customer - 2008
- Live with Prism 3 – August 2008
- Began using GA – April 2009

Getting started with GA

- New Talis customer - 2008
- Live with Prism 3 – August 2008
- Began using GA – April 2009
- No previous use of GA

What did setup involve?

- Gmail account
- Talis
- Costs - none
- Disclaimer / privacy policy for website

FAQs. In addition, quick start guides are available for most e-book services. Links to these guides are available alongside the links to the services as well as in the [Electronic Resources guides list](#).



Library Catalogue

[Access the Library Catalogue](#)

Search the Library catalogue for all library material, including electronic journals and books. Remember that if you wish to access electronic books and journals via the Library Catalogue you need to login to OpenAthens first.

Disclaimer: The Library Catalogue uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States of America. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.



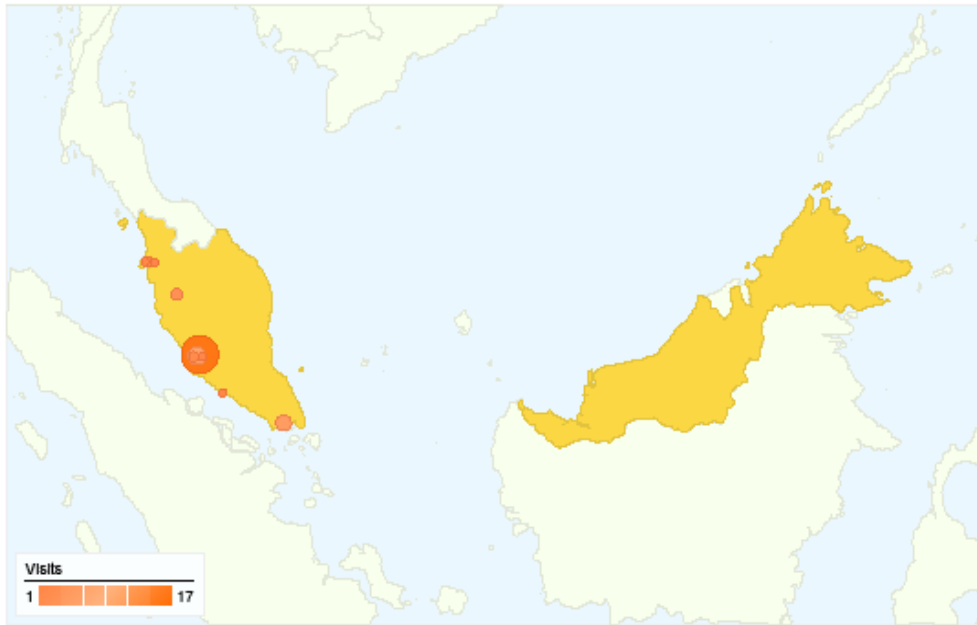
Online Reference Library

[Browse the Online Reference Library](#)

The Online Reference Library is a selection of links to external websites including news sites and

How we are using GA now

- More information about Prism usage
 - geographical information



This country/territory sent 40 visits via 11 cities

Site Usage

Visits 40 % of Site Total: 0.34%	Pages/Visit 7.58 Site Avg: 9.30 (-18.54%)	Avg. Time on Site 00:05:29 Site Avg: 00:07:11 (-23.60%)	% New Visits 50.00% Site Avg: 37.70% (32.62%)	Bounce Rate 22.50% Site Avg: 10.89% (106.55%)	
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Kuala Lumpur	17	6.47	00:03:44	58.82%	35.29%
Petaling Jaya	6	10.00	00:03:39	66.67%	0.00%
Johor Bahru	5	5.80	00:01:48	20.00%	20.00%
Ipoh	3	24.00	00:34:19	0.00%	0.00%
Shah Alam	2	1.50	00:00:17	50.00%	50.00%
Butterworth	2	3.00	00:00:20	100.00%	50.00%
Melaka	1	3.00	00:00:48	0.00%	0.00%
(not set)	1	4.00	00:00:30	100.00%	0.00%
George Town	1	5.00	00:18:00	0.00%	0.00%

How we are using GA now

- More information about Prism usage
 - geographical information
 - operating system / browsers



11,888 visits used 23 browser and OS combinations

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
11,888 % of Site Total: 100.00%	9.30 Site Avg: 9.30 (0.00%)	00:07:11 Site Avg: 00:07:11 (0.00%)	37.74% Site Avg: 37.70% (0.09%)	10.89% Site Avg: 10.89% (0.00%)
Browser and OS	Visits	Visits	Visits	
Internet Explorer / Windows	9,163	77.08%		
Firefox / Windows	1,392	11.71%		
Chrome / Windows	660	5.55%		
Safari / Macintosh	330	2.78%		
Firefox / Macintosh	125	1.05%		
Opera / Windows	59	0.50%		
Safari / Windows	53	0.45%		
Safari / iPhone	39	0.33%		
Chrome / Macintosh	12	0.10%		
Firefox / Linux	12	0.10%		
Safari / SymbianOS	8	0.07%		
Safari / iPod	8	0.07%		
Opera Mini / (not set)	7	0.06%		
SeaMonkey / Windows	4	0.03%		
Opera / Linux	3	0.03%		
Safari / Android	3	0.03%		
Camino / Macintosh	2	0.02%		
Mozilla Compatible Agent / (not set)	2	0.02%		
Mozilla Compatible Agent / SymbianOS	2	0.02%		
Chrome / Linux	1	0.01%		
Mozilla Compatible Agent / iPhone	1	0.01%		
Opera / Macintosh	1	0.01%		

How we are using GA now


- More information about Prism usage
 - geographical information
 - operating system / browsers
 - trends - heavy usage / by hour



16,322 people visited this site

 **36,202 Visits**

 **16,322 Absolute Unique Visitors**

 **338,695 Pageviews**

 **9.36 Average Pageviews**

 **00:07:10 Time on Site**

 **11.59% Bounce Rate**

 **38.58% New Visits**

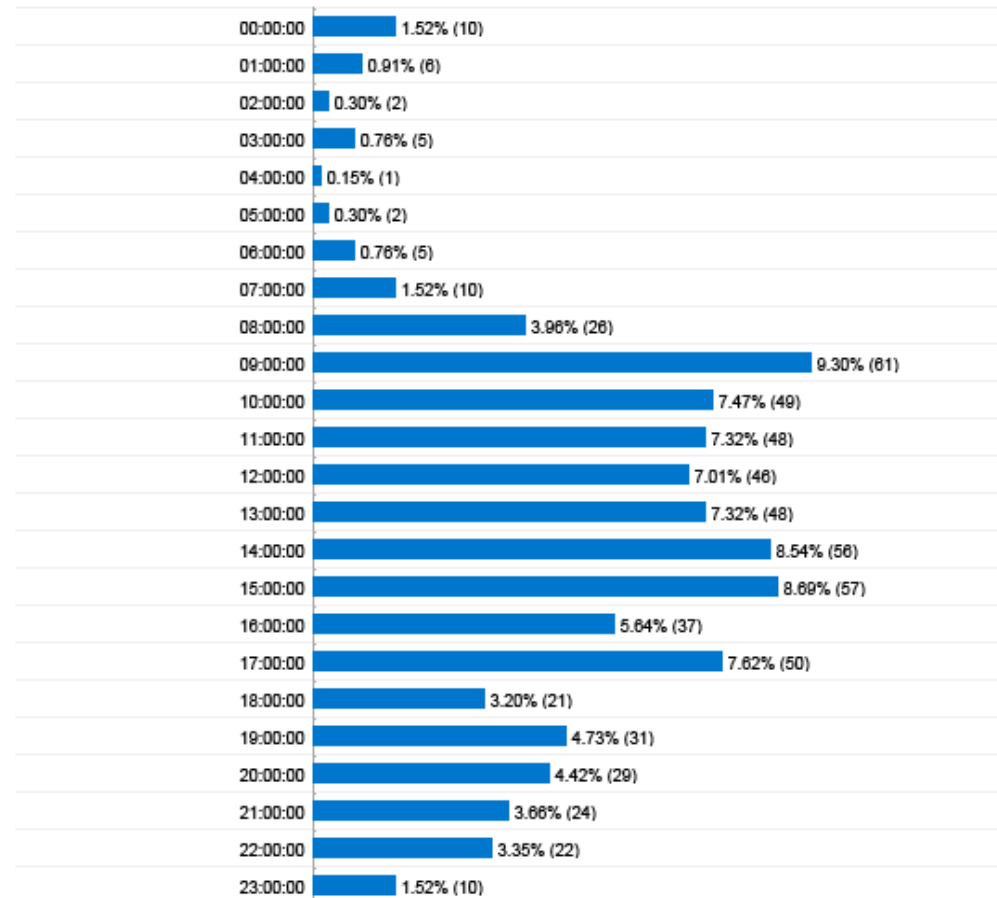
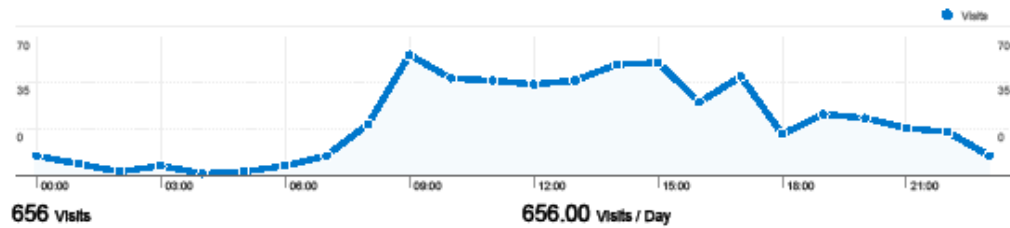
Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	28,301	78.18%	Dialup	16,256	44.90%
Firefox	4,643	12.83%	DSL	8,484	23.44%
Chrome	1,691	4.67%	Unknown	5,451	15.06%
Safari	1,343	3.71%	Cable	5,148	14.22%
Opera	149	0.41%	T1	708	1.96%

Visits for all visitors

May 4, 2010 - May 4, 2010

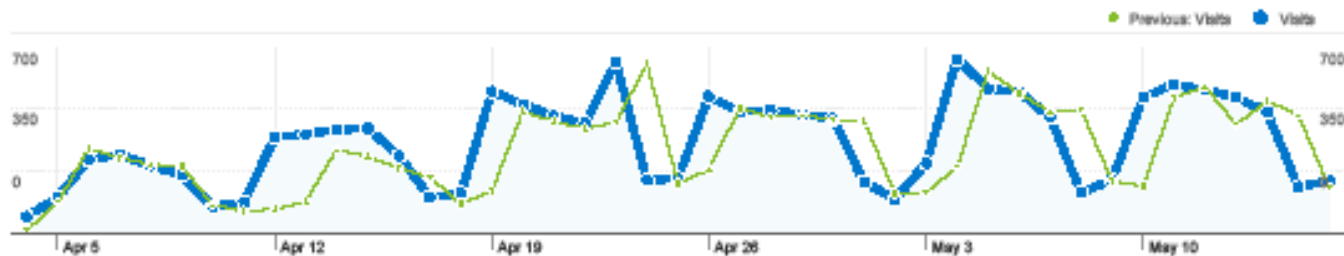
Comparing to: Site



One year on - timeline feature

prism.talis.com/bolton-ac/
Dashboard


Apr 4, 2010 - May 16, 2010
Comparing to: Apr 4, 2009 - May 16, 2009




Site Usage

 **14,879 Visits**

Previous: 13,522 (10.04%)

 **138,631 Pageviews**

Previous: 104,064 (33.19%)

 **9.32 Pages/Visit**


Previous: 7.70 (21.04%)

 **11.96% Bounce Rate**

Previous: 13.02% (-8.19%)

 **00:07:08 Avg. Time on Site**

Previous: 00:05:21 (33.48%)

 **37.29% % New Visits**

Previous: 51.75% (-27.94%)

How we are using GA now

- More information about Prism usage
 - geographical information
 - operating system / browsers
 - trends - heavy usage / by hour
- Actionable insights

Failed searches - examples

Analytics_prism.talis.com_bolton-ac__20090401-20100517_(ContentByTitleDetailReport)[1].pdf - Adobe Reader

File Edit View Document Tools Window Help

1 / 2 125% Find

Page	Pageviews	Unique Pageviews	Avg. Time on Page
/bolton-ac/searchaction.php?searchTextBox=Search+the+library+catalogue&searchButton=Search	645	581	00:00
/bolton-ac/items?query=Search+the+library+catalogue	424	424	00:00
/bolton-ac/searchaction.php?searchTextBox=	82	75	00:00

Making the OPAC easier to use?

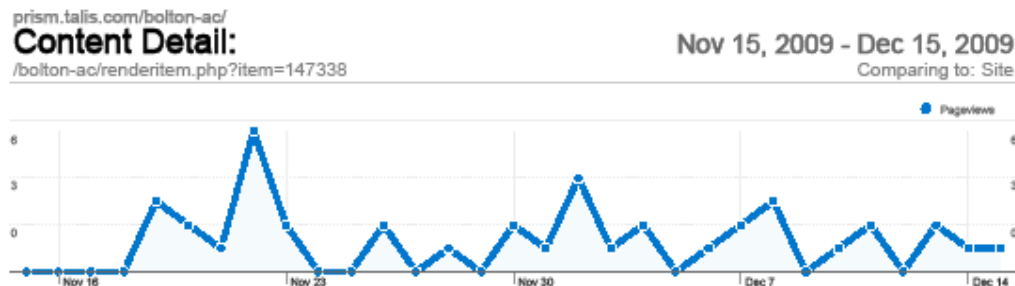
Analytics_prism.talis.com_bolton-ac__20090401-20100517_(TopContentReport)[1].pdf - Adobe Reader

File Edit View Document Tools Window Help

102% Find

/bolton-ac/searchaction.php?searchTextBox=renew+books	42	36	00:00:31	0.00%	7.14%	\$0.00
/bolton-ac/borrowerservices.php?messageNlsid=borrowerservices_failedlogin&referrer=/bolton-ac/renewloans.php	41	39	00:00:27	0.00%	9.76%	\$0.00
/bolton-ac/borrowerservices.php?messageNlsid=borrowerservices_notloggedin&referrer=%2Fbolton-ac%2Faccount.php%3Flanguage%3Den-gb%26renewalMessageNlsid%3Drequest_succeeded%26renewalRequestStatus%3DSucceeded%3Flanguage%3Den-gb%26renewalMessageNlsid%3Drequest_succeeded%26renewalRequestStatus%3DSucceeded	36	27	00:00:12	11.54%	8.33%	\$0.00
/bolton-ac/searchaction.php?searchTextBox=renew+books&searchButton=Search	35	32	00:00:31	0.00%	2.86%	\$0.00
/bolton-ac/searchaction.php?searchTextBox=renew	33	26	00:00:41	0.00%	6.06%	\$0.00

Tracking usage - featured ebooks



This page was visited 40 times via 14 cities

Content Performance

Pageviews 40 % of Site Total: 0.03%	Unique Pageviews 35 % of Site Total: 0.03%	Avg. Time on Page 00:01:10 Site Avg: 00:00:57 (23.50%)	Bounce Rate 42.86% Site Avg: 12.62% (239.55%)	% Exit 35.00% Site Avg: 11.86% (195.00%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)	
City	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
Bolton	14	12	00:01:46	100.00%	35.71%	\$0.00
London	8	6	00:00:44	0.00%	25.00%	\$0.00
Manchester	4	4	00:03:00	50.00%	50.00%	\$0.00
Kearsley	3	2	00:00:50	0.00%	0.00%	\$0.00
Oldham	2	2	00:00:46	50.00%	50.00%	\$0.00
Abu Dhabi	1	1	00:00:00	0.00%	100.00%	\$0.00
Blackburn	1	1	00:00:00	0.00%	100.00%	\$0.00
Bury	1	1	00:00:10	0.00%	0.00%	\$0.00

Google Analytics & Prism3 - pros

- Cost
- Presentation of reports
- Easy access to reports
- Scheduling and emailing of reports
- Availability of support material

Google Analytics & Prism3 - cons

- Amount of data
- The data is not kept in house
- Are all visits being counted?
- Indication of success / failure?
- Performance issues?

Future developments

- Talis Aspire
- Improved use of filters and segments



Thank you!